

NHTSA 2009 Communications Calendar

January 09	February 09	March 09
<div><div>SMTWTFSS</div><div><div>123</div><div>4567</div><div>11121314151617</div><div>18192021222324</div><div>25262728293031</div></div></div>	<div><div>SMTWTFSS</div><div><div>1234567</div><div>891011121314</div><div>15161718192021</div><div>22232425262728</div><div></div></div></div>	<div><div>SMTWTFSS</div><div><div>1234567</div><div>891011121314</div><div>15161718192021</div><div>22232425262728</div><div>293031</div></div></div>
April 09	May 09	June 09
<div><div>SMTWTFSS</div><div><div>1234</div><div>567891011</div><div>12131415161718</div><div>19202122232425</div><div>2627282930</div></div></div>	<div><div>SMTWTFSS</div><div><div>123456789</div><div>10111213141516</div><div>17181920212223</div><div>2425262728293031</div></div></div>	<div><div>SMTWTFSS</div><div><div>123456</div><div>78910111213</div><div>14151617181920</div><div>21222324252627</div><div>282930</div></div></div>
July 09	August 09	September 09
<div><div>SMTWTFSS</div><div><div>1234</div><div>567891011</div><div>12131415161718</div><div>19202122232425</div><div>262728293031</div></div></div>	<div><div>SMTWTFSS</div><div><div>12345678</div><div>9101112131415</div><div>16171819202122</div><div>232425262728293031</div></div></div>	<div><div>SMTWTFSS</div><div><div>12345</div><div>6789101112</div><div>13141516171819</div><div>20212223242526</div><div>27282930</div></div></div>
October 09	November 09	December 09
<div><div>SMTWTFSS</div><div><div>1234567</div><div>891011121314</div><div>15161718192021</div><div>22232425262728</div><div>293031</div></div></div>	<div><div>SMTWTFSS</div><div><div>1234567</div><div>891011121314</div><div>15161718192021</div><div>22232425262728</div><div>2930</div></div></div>	<div><div>SMTWTFSS</div><div><div>12345</div><div>6789101112</div><div>13141516171819</div><div>20212223242526</div><div>2728293031</div><div>January 2010</div></div></div>

Note: Calendar dates and themes are subject to change.

January 26 – February 2, 2009

Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

March 9 – 17, 2009

St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

May 2009

Motorcycle Safety Awareness Month
Primary Message: Motorcyclists

Bicycle Safety Month

May 18 – 31, 2009

Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Message: Click It or Ticket

June 15, 2009

National Ride to Work Day
MOTORCYCLE SAFETY
Message: Share the Road With Motorcycles

June 21 – July 5, 2009

Fourth of July
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.
Secondary Message: Buzzed Driving Is Drunk Driving

August 2009

Back to School Safety
Message: Pedestrians, Bicycles, School Buses

August 21 – September 7, 2009

Impaired Driving
National Enforcement Crackdown
IMPAIRED DRIVING
Message: Drunk Driving. Over the Limit. Under Arrest.

September 12 – 18, 2009

National Seat Check Saturday (September 12th)
CPS Week
OCCUPANT PROTECTION
Primary Message: 4 Steps for Kids

October 2009

International Walk to School Month

October 18 – 24, 2009

National Teen Driver Safety Week
OCCUPANT PROTECTION
Teens
Impaired Driving
Message: Buckle Up America. Every Trip. Every Time.

October 25 – 31, 2009

Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

November 16 – 29, 2009

Thanksgiving Weekend Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.
Secondary Message: Buzzed Driving Is Drunk Driving

November 29 – December 11, 2009

Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2009 – January 3, 2010

Holiday Season
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

NHTSA 2010 Communications Calendar

Occupant Protection – Impaired Driving – Motorcycles

January 2010	February 2010	March 2010
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4 5 6
3 4 5 6 7 8 9	7 8 9 10 11 12 13	7 8 9 10 11 12 13
10 11 12 13 14 15 16	14 15 16 17 18 19 20	14 15 16 17 18 19 20
17 18 19 20 21 22 23	21 22 23 24 25 26 27	21 22 23 24 25 26 27
24 / 31 25 26 27 28 29 30	28	28 29 30 31
April 2010	May 2010	June 2010
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1	1 2 3 4 5
4 5 6 7 8 9 10	2 3 4 5 6 7 8	6 7 8 9 10 11 12
11 12 13 14 15 16 17	9 10 11 12 13 14 15	13 14 15 16 17 18 19
18 19 20 21 22 23 24	16 17 18 19 20 21 22	20 21 22 23 24 25 26
25 26 27 28 29 30	23 / 30 24 / 31 25 26 27 28 29	27 28 29 30
July 2010	August 2010	September 2010
S M T W T F S	S M T W T F S	S M T W T F S
1 2 3	1 2 3 4 5 6 7	1 2 3 4
4 5 6 7 8 9 10	8 9 10 11 12 13 14	5 6 7 8 9 10 11
11 12 13 14 15 16 17	15 16 17 18 19 20 21	12 13 14 15 16 17 18
18 19 20 21 22 23 24	22 23 24 25 26 27 28	19 20 21 22 23 24 25
25 26 27 28 29 30 31	29 30 31	26 27 28 29 30
October 2010	November 2010	December 2010
S M T W T F S	S M T W T F S	S M T W T F S
1 2	1 2 3 4 5 6	1 2 3 4
3 4 5 6 7 8 9	7 8 9 10 11 12 13	5 6 7 8 9 10 11
10 11 12 13 14 15 16	14 15 16 17 18 19 20	12 13 14 15 16 17 18
17 18 19 20 21 22 23	21 22 23 24 25 26 27	19 20 21 22 23 24 25
24 / 31 25 26 27 28 29 30	28 29 30	26 27 28 29 30 31 Jan. 2011 1 2 3

Note: Calendar dates and themes are subject to change.

February 1-8, 2010
Super Bowl Sunday
IMPAIRED DRIVING
Primary Message: Fans Don't Let Fans Drive Drunk

March 9 – 17, 2010
St. Patrick's Day
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

May 2010
Motorcycle Safety Month
Primary Message: Motorists and Motorcycles Share the Road

May 24 – June 6, 2010
Click It or Ticket
National Enforcement Mobilization
OCCUPANT PROTECTION
Primary Message: Click It or Ticket

June 20 – July 4, 2010
Fourth of July
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.
Buzzed Driving Is Drunk Driving

National Ride to Work Day
Primary Message: Motorists and Motorcycles Share the Road

August 20 – September 6, 2010
Impaired Driving
National Enforcement Crackdown
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

September 19 – 25, 2010
National Seat Check Saturday (September 25)
CPS Week
OCCUPANT PROTECTION
Primary Message: 4 Steps for Kids

October 17 – 24, 2010
National Teens Driver Safety Week
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.

October 25 – 31, 2010
Halloween
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

Thanksgiving Holiday Travel
OCCUPANT PROTECTION
Primary Message: Buckle Up America. Every Trip. Every Time.

November 28 – December 11, 2010
Holiday Season
IMPAIRED DRIVING
Primary Message: Buzzed Driving Is Drunk Driving

December 16, 2010 – January 2, 2011
Holiday Season
IMPAIRED DRIVING
Primary Message: Drunk Driving. Over the Limit. Under Arrest.

